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(71) Applicant (for all designated States except US): **OCUTY LIMITED** [GB/GB]; 77 Heyford Park, Upper Heyford, Oxfordshire OX25 5HD (GB).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **WOODGATE**,

Graham, John [GB/GB]; 9 Vicarage Road, Henley-on-Thames, Oxfordshire RG9 1HF (GB). **HARROLD, Jonathan** [GB/GB]; 8 Robins Grove, Warwick, Warwickshire CV34 6RF (GB).

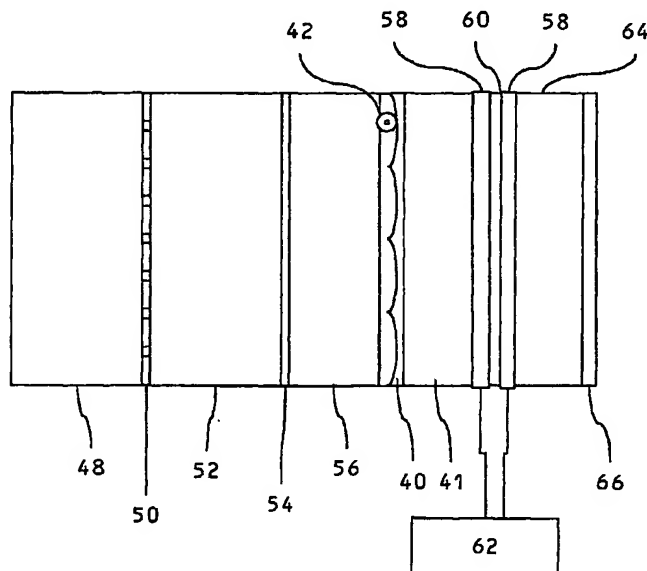
(74) Agents: **MERRYWEATHER, Colin, Henry et al.**; J.A. Kemp & Co., 14 South Square, Gray's Inn, London WC1R 5JJ (GB).

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(54) Title: SWITCHABLE DISPLAY APPARATUS



(57) Abstract: In one aspect, a display apparatus comprises: an emissive spatial light modulator comprising an array of pixels of organic electroluminescent material each arranged to output substantially polarised light; a switchable polariser being switchable between a first and a second polarisation mode in which the polariser passes light of respective polarisation components; and a birefringent lens positioned to receive light from the spatial light modulator. The birefringent lens is arranged to direct light of a first polarisation component into a first directional distribution and to direct light of a second polarisation component into a second directional distribution different from the first directional distribution, the birefringent lens and the switchable polariser being positioned in series. In another aspect, a display apparatus comprises: an emissive spatial light modulator

comprising an array of pixels each arranged to output randomly polarised light; a birefringent lens positioned to receive light from the spatial light modulator arranged in a first mode of operation of the display apparatus to direct light of a first polarisation component into a first directional distribution and in a second mode of operation of the display apparatus to direct light of a second polarisation component into a second directional distribution different from the first directional distribution; a quarter waveplate; and a linear polariser. The quarter waveplate is arranged between the spatial light modulator and the birefringent lens and the linear polariser is arranged on the opposite side of the birefringent lens from the quarter waveplate.



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